

Spring Millinery Display

We Announce the Opening of Our New Millinery Department

REGINA HATS--Worn by Women of Style

We are pleased to announce to the women of Alliance and vicinity the opening of our new Millinery Department. We now have on display the most attractive selection ever shown in Alliance. You will find at this store in this new department an interesting, exclusive collection of assorted models for early choosing. Flower trimmings, large ribbon bows, maline, wings, small hats, turbans, sailors and high crowns with the drooping brims. Sport hats are being shown. Untrimmed shapes in Belgium split braid, hemp, sippers and chip.



At this new department of the Store of Quality you will find Superior Millinery. The kind of hats that you are proud to wear. The department is in charge of a competent lady with experience in New York and Chicago—an expert milliner. Regina Hats are high grade, neat, and of exclusive patterns. The newest models and goods. You should not neglect this opportunity to see them. They fully come up to Mollring's high standard of quality goods. The prices are very reasonable and will meet with your approval.

Stylecraft and Sterling Lines of Coats and Suits

Our line of Ladies' and Misses' Spring Coats, Suits and Frocks is arranged in a special display section for your convenience. The new arrangement of the interior of the store provides plenty of good light and provides the most appropriate appointments. It is easy to select clothing here and shopping is made easy. You will find the smartest styles, perfectly tailored, in a delightful variety. One of the best features about our line of ladies' clothing is their charming simplicity. They give you at once the effect of elegance and tasteful distinction. We have an unusually choice assortment of models in STYLE-CRAFT and STERLING lines, which we handle EXCLUSIVELY. Each garment is worthy of a place of honor in your wardrobe. All the newest fabrics and Spring colors are represented in this store for your selection. You will find here a feast of fashion that will charm you with its variety of colors, fabrics and designs. For the frugal housewife, the fashionable mother, and the modish daughter, there is ample range in our splendid array of clothing to insure a satisfactory selection. We want you to feel free to come and inspect our offerings, try on any of the models and examine the workmanship and quality of the fabrics. Your judgment shall rule. If you could see yourself in one of these new garments you would understand why we recommend them so highly to women of discriminating taste. Can you come in soon?



Select Your Raincoat NOW!

You will find a selection of stylish, new RAINCOATS that will surprise and please you.

Raincoats of all sizes for Ladies, Misses and Children.

The prices are very reasonable.

We can please you.

Spring Piece Goods

We have on sale all the new Spring Piece Goods in every known material and in all the new colors. The largest stock of piece goods in the west. These are goods of proven superiority that have stood the test of years of honest merchandising.

Wash Gingham

A beautiful line of Wash Gingham for our customers. We purchased these gingham before the advances in prices. We challenge the world on selection and price.

Only 9c per yard.

Special Display of New Footwear



Visit our Ladies' Rest Room. Country people are invited to make this store their headquarters when in town. Have your friends meet you at Mollring's

Geo. A. Mollring

"THE STORE OF QUALITY"